

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of)		
)		
Dan Kikinis)	Examiner:	Schnurr, John R.
)		
Application No. 10/085,886)	Art Unit:	2421
)		
Filed: February 27, 2002)	Confirmation No.:	7769
)		
For: METHOD AND SYSTEM FOR)		
ADVERTISING BASED ON THE)		
CONTENT OF SELECTED)		
CHANNELS OR BROADCASTED)		
PROGRAMS)		

Attorney Docket Number: 007287.00017

AMENDMENT

U.S. Patent and Trademark Office
Mail Stop RCE
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir,

In response to the final Office Action mailed October 27, 2010, Applicant submits the following amendments and remarks in conjunction with the filing of a Request for Continued Examination:

Amendments to the claims are reflected in the listing of claims, which begin on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

Applicant requests any necessary extension of time for the submission of this paper. If any fees are required or if an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly.